

ABSTRAK

Nurbaeti Ramdhania. 5525117605. “Tingkat Kepuasan Konsumen Terhadap Busana Muslim” . Skripsi, Jakarta : Program Studi Pendidikan Tata Busana, Fakultas Teknik, Universitas Negeri Jakarta, 2019.

Kebutuhan busana muslim di Indonesia bukan saja dipakai pada acara-acara tertentu saja, melainkan sudah menjadi kebutuhan yang harus ada setiap harinya, seperti untuk kuliah, kerja, bahkan sehari-hari. Busana muslim saat ini sudah menampilkan banyak desain dan model yang tentunya bisa disesuaikan pada kesempatan, seperti abayya, kaftan, tunik dan gamis. Hal ini menguatkan semakin ketatnya persaingan yang terjadi diantara produsen busana muslim, mengakibatkan pihak produsen perlu mengambil langkah yang tepat untuk dapat bertahan di industry tersebut. Oleh karena itu, perusahaan harus mampu memenuhi kepuasan konsumen secara efektif dan efisien.

Tujuan penelitian adalah : (1) mengidentifikasi tingkat kepuasan konsumen berdasarkan harga; (2) mengidentifikasi tingkat kepuasan konsumen berdasarkan kualitas produk; (3) mengidentifikasi tingkat kepuasan konsumen berdasarkan standar ukuran; (4) mengidentifikasi tingkat kepuasan konsumen terhadap busana muslim di Indonesia.

Metode penelitian ini adalah metode deskriptif dengan pendekatan kuantitatif. uji validitas dan reliabilitas dengan cara menyebarkan kuesioner yang berisi pernyataan yang berhubungan dengan usia responden, standar ukuran, kualitas produk dan harga. Subjek penelitian berjumlah 100 responden yang mengunjungi pusat perbelanjaan Pasar Grosir Tanah Abang dan Mall Thamrin City dengan pendekatan sampling incidental yang bersedia menjadi responden, dan masuk kriteria sebagai responden.

Mayoritas responden adalah wanita dengan rentang usis 20 s.d 50 tahun. Atribut produk busana muslim yang diteliti adalah standar ukuran, keragaman model, desain, bahan, kualitas produk, dan harga.

Hasil penelitian menyatakan bahwa jumlah konsumen yang membeli busana muslim terbanyak pada tingkatan puas yaitu berjumlah 68 orang dengan presentase sebanyak 68% dari jumlah responden, sedangkan konsumen yang merasa tidak puas terdapat 32 orang dengan presentase sebanyak 32%. Hasil penilaian presentase tersebut menunjukkan bahwa konsumen yang membeli busana muslim merasa puas dinilai dari 2 aspek tingkat kepuasan dengan 5 sub indikator. Uji Validitas dengan r tabel 0.361 dan uji reliabilitas dengan uji alpha cronbach dengan taraf signif 5% yaitu r 0.940.

Kata kunci : Kualitas Produk, Harga, Tingkat kepuasan konsumen, Busana Muslim

ABSTRACT

Nurbaeti Ramdhania. 5525117605. *"Level of Consumer Satisfaction Against Muslim Clothing"*. Thesis, Jakarta: Fashion Education Study Program, Faculty of Engineering, Jakarta State University, 2019.

Muslim fashion needs in Indonesia are not only used on certain occasions, but have become a necessity that must be there every day, such as for college, work, even everyday. Muslim fashion now displays many designs and models which of course can be adjusted on occasion, such as abayya, kaftan, tunic and robe. This reinforces the increasingly intense competition that occurs among Muslim fashion producers, resulting in producers needing to take appropriate steps to survive in the industry. Therefore, companies must be able to meet customer satisfaction effectively and efficiently.

The aim of this research: (1) identifying the level of customer satisfaction based on price; (2) identify the level of customer satisfaction based on product quality; (3) identify the level of customer satisfaction based on size standards; (4) identifying the level of customer satisfaction with Muslim clothing in Indonesia. This research method is a descriptive method with a quantitative approach. validity and reliability test by distributing questionnaires containing statements relating to the age of the respondent, standard size, product quality and price. The research subjects numbered 100 respondents who visited the Tanah Abang Wholesale Market shopping center and Thamrin City Mall with incidental sampling approaches that were willing to become respondents, and entered criteria as respondents.

The majority of respondents were women with a range of 20 to 50 years. The attributes of Muslim fashion products studied are standard sizes, diversity of models, designs, materials, product quality, and prices

The results stated that the number of consumers who bought the most Muslim clothing at the level of satisfaction was 68 people with a percentage of 68% of the number of respondents, while consumers who were not satisfied there were 32 people with a percentage of 32%. The results of the percentage assessment indicate that consumers who buy Muslim clothing feel satisfied judged from two aspects of satisfaction level with 5 sub indicators. Test the validity with r table 0.361 and the reliability test with the Cronbach alpha test with a significance level of 5%, r 0.940. Test the validity with r table 0.361 and the reliability test with the Cronbach alpha test with a significance level of 5%, r 0.940.

Keywords: Keywords: Product Quality, Price, Level of customer satisfaction, Muslim clothing